

FOR IMMEDIATE RELEASE

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GLENDALE WELCOMES FOOTBALL FANS TO GLENDALE

GLENDALE, Ariz. – For colleges across the country, the road to a BCS bowl game is a hard fought battle on the field and “Game Day in Glendale” is now in sight. The city is excited to welcome football fans from Texas and Ohio State to the 38th Annual Tostitos Fiesta Bowl, which will be played in Glendale on Monday, Jan. 5, 2009.

In addition to the Fiesta Bowl this year, Glendale will also host the first NFL play-off game for the Arizona Cardinals since 1947.

To get in the “football spirit,” the Glendale Visitor Center, located at 5800 W. Glenn Drive in Historic Downtown Glendale, will suit up in its annual football uniform, displaying team jerseys, changing its clocks to reflect the time in Austin, Texas and Columbus, Ohio and will offer football fans who stop by the Glendale Visitor Center, wearing either college jersey or a Cardinals jersey, a special football goodie bag.

The city of Glendale expects tens of thousands of football fans to visit the city during these games. Working on the ultimate fan experience for years, the city offers travelers a variety of amenities, including hotel accommodations just steps from the stadium, a famed historic downtown shopping district, legendary special events and festivals, restaurants for every craving and award winning professional sports facilities.

The city is also partnering with the Fiesta Bowl to host a football-themed fan festival, just two days before the Tostitos Fiesta Bowl game. The Fiesta Bowl Gridiron Jam will be held in downtown Glendale, from 4-10 p.m., on Saturday, Jan. 3, 2009. Valley residents and out-of-town visitors will enjoy street performances by local



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NHL Coyotes,
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Cardinals and
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artists, football-related attractions, interactive games and merchandise, as well as food and beer gardens.

There will also be special appearances by college football personalities during the event.

For more information about the game, the Gridiron Jam, lodging or other amenities in the area, visit www.GlendaleAz.com or www.GlendaleGotGame.com.

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